

Appl. No. 09/812,376  
Atty. Docket No. 8480  
Amdt. dated May 18, 2004  
Reply to Office Action of February 25, 2004  
Customer No. 27752

### AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

#### Listing of Claims:

1. (Currently Amended) A specialized merchandising system for a retail establishment, the specialized merchandising system comprising a partitioned section within the retail establishment constructed with interior designs reflecting characteristics of a particular type of consumer and providing a variety of products fulfilling the needs of the particular type of consumer, the specialized merchandising system including a multipurpose customer interaction center within the partitioned section.
2. (Original) The specialized merchandising system according to claim 1 wherein the multipurpose customer interaction center comprises computer terminals, an area where customers can socialize, an activity area for children, and public speaking accommodations for guest speakers.
3. (Original) The specialized merchandising system according to claim 2 wherein the computer terminals provide internet access for online shopping, access to educational materials and scheduling features for planning activities.
4. (Original) The specialized merchandising system according to claim 2 wherein the multipurpose customer interaction center further comprises informative marketing materials regarding products available for the particular type of consumer and educational materials covering topics of interest to the particular type of consumer.
5. (Currently Amended) The specialized merchandising system according to claim 1 further comprising a highlight center within the partitioned section displaying seasonal and promotional products manufactured for the particular type of consumer.
6. (Currently Amended) The specialized merchandising system according to claim 1 further comprising a nutrition center within the partitioned section displaying food products attuned with the particular type of consumer's diet.

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7. (Currently Amended) The specialized merchandising system according to claim 1 further comprising an equipment center within the partitioned section displaying furnishings designed for the particular type of consumer.

8. (Currently Amended) The specialized merchandising system according to claim 1 further comprising a personal hygiene center within the partitioned section displaying personal care products manufactured for the particular type of consumer.

9. (Currently Amended) The specialized merchandising system according to claim 1 further comprising a clothing center within the partitioned section displaying fashions designed for the particular type of consumer.

10. (Currently Amended) The specialized merchandising system according to claim 1 further comprising a nutrition center, an equipment center and a personal hygiene center wherein each center is within the partitioned section and wherein the partitioned section includes a common floor pattern throughout the partitioned section interrupted by separate, distinct floor patterns in the multipurpose customer interaction center, the nutrition center, the equipment center and the personal hygiene center in order to further accentuate each of the centers as separate and distinct areas of the specialized merchandising system.

11. (Currently Amended) A specialized merchandising system for a retail establishment, the specialized merchandising system providing a variety of child care products for newborn infants, toddlers and children under the age of five and comprising a partitioned section within the retail establishment constructed with interior designs and colors suitable for newborn infants, toddlers or children under the age of five, the ~~specialized merchandising system~~ partitioned section comprising:

a multipurpose customer interaction center;

a nutrition center displaying food products and accessories suitable for newborn infants, toddlers or children under the age of five;

an equipment center displaying furnishings designed for newborn infants, toddlers or children under the age of five;

a hygiene center displaying personal care products manufactured for newborn infants, toddlers or children under the age of five; and

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a clothing center displaying fashions designed for newborn infants, toddlers or children under the age of five.

12. (Original) The specialized merchandising system according to claim 11 wherein the partitioned section further comprises lavatory facilities including toilets and water fountains designed to accommodate children under the age of five.

13. (Original) The specialized merchandising system according to claim 11 wherein the multi-purpose customer interaction center comprises computer terminals, an area where customers can socialize, an activity area for children, public speaking accommodations for guest speakers, and a library including informative marketing materials for the child care products and educational materials pertaining to parenting and child care.

14. (Original) The specialized merchandising system according to claim 13 wherein the computers provide internet access for online shopping, access to educational materials pertaining to parenting, and organizing child related celebrations.

15. (Original) The specialized merchandising system according to claim 11 wherein the personal care products are disposable diapers, disposable wipes, baby care lotions, soaps, or shampoos.

16. (Original) The specialized merchandising system according to claim 11 further comprising merchandising fixtures on casters that can be rolled aside in order to expand the multi-purpose customer interaction center.

17. (Currently Amended) A specialized merchandising system for a retail establishment, the specialized merchandising system providing a variety of products for women and comprising a partitioned section within the retail establishment constructed with feminine interior designs and colors, the ~~specialized merchandising system~~ the partitioned section comprising:

a multipurpose customer interaction center;

a nutrition center displaying nutritional and dietary food products processed for women;

an equipment center displaying small hair care appliances designed for women; and

a personal hygiene center displaying personal care products manufactured for women.

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18. (Original) The specialized merchandising system according to claim 17 wherein the multi-purpose customer interaction center comprises computer terminals, an area where customers can socialize, public speaking accommodations for guest speakers, and a library including informative marketing materials for products and educational materials pertaining to women's issues.

19. (Original) The specialized merchandising system according to claim 18 wherein the computer terminals provide internet access for online shopping, access to educational materials and scheduling features for planning activities for the particular type of consumer.

20. (Original) The specialized merchandising system according to claim 17 wherein the personal care products include tampons, sanitary napkins, lotions, shampoos, makeup or perfumes.